A QUALITATIVE INVESTIGATION
OF
PROGRAMMABLE VIDEOGAME CONTROLLERS

PRESENTED TO

ATARI, INC.

BY

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INTRODUCTION

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BACKGROUND

Currently, Atari video games are purchased with two controls--the joystick and the paddle/steering unit. The joystick has the potential of moving game elements at any angle, while the paddle moves them back and forth on a single line. The buttons on the joystick as well as on the paddle do things like shoot rockets at Space Invaders, launch balls for Pong or Basketball, etc.

Mattel has introduced a controller which offers more possible variations, but is considered by some to be more complicated to use because it presents more "choices" to the player. (This unit has a disc to rotate game elements in any direction. Additionally, each Mattel game has a distinct plastic sheet which slips into the controller, and, by pressing the appropriate figure on the plastic overlay, the player gets a variety of actions on the game).

At the present time, Atari is interested in obtaining input on these and other possible controllers, in an attempt to contrast their benefits and disadvantages.

RESEARCH OBJECTIVE

The primary purpose of this research was to provide design direction for a new Atari controller. Specific objectives of the study included:

- To determine the relative importance of controller design in the programmable video game purchase decision;
- To assess the strengths and limitations of current Atari and competitive game controllers in terms of ease of use and response;
- To evaluate the merits of controller designs for new Atari products; and,
- To determine differences, if any, in ease of handling among varying age groups and by males and females.

RESEARCH METHODOLOGY

A series of five focus group sessions were conducted in Daly City, California among the following groups of individuals:

- Children (ages 5 to 8) from households which either own or express interest in owning a programmable video game.

- Teenage girls (ages 13 to 16) from households which either own or express interest in owning a programmable video game.

- Teenage boys (ages 13 to 16) from households which either own or express interest in owning a programmable video game.

- Male and female heads of household, aged 18 to 50, who presently own a programmable video game (recruited from Atari warranty cards).

- Male and female heads of household, aged 18 to 50, who express a likelihood in shopping for a programmable video game within the next 12 months.

In addition, panelists had not participated in a focus group discussion within the past 6 months, and they were not affiliated in any way with a marketing research firm, advertising agency, or a manufacturer of video games.

Each group lasted approximately 1½ hours. Discussion concentrated on fulfilling the objectives of this research.

NOTE: IT IS IMPORTANT TO RECOGNIZE THAT THE RESULTS OF THIS STUDY ARE GENERATED FROM A SMALL NUMBER OF PEOPLE WHO DO NOT NECESSARILY REPRESENT THE TOTAL TARGET MARKET. THE FINDINGS ARE QUALITATIVE IN NATURE, AND SHOULD BE USED FOR GUIDANCE PURPOSES ONLY.

SUMMARY OF FINDINGS

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The following is a review of the findings from all five focus groups:

1. The key factors effecting the purchase of video games included:

   - Price;
   - Durability;
   - Ease of obtaining service and replacement parts;
   - Screen image/color quality;
   - Variety/quality of games (a primary consideration);
   - Aesthetic appeal; and
   - Perceived ease/difficulty of operating controls and playing games.

2. While few major concerns were identified with respect to playing video games, controller breakage appeared to be a frequent problem experienced by these group participants. Excess exertion or force on the control unit seemed to contribute to this problem.

3. Young children and teenagers expressed fewer frustrations or concerns toward learning and operating controllers than did adults.

4. Current controller perceptions not only suggested that the paddle was, in general, easier to operate, but that the games played with the joystick were often more complicated or challenging.

5. For players of all ages, experience and repeat usage minimized the degree of frustration and difficulty encountered when operating the controls.

6. Generally, game controls were not a primary consideration. Their level of importance may have been exaggerated due to the concentration of discussion in these focus groups. The games themselves were key in the overall evaluation of video games.

7. Exposure to a wide variety of control units revealed that young children and teenagers alike learned and adjusted easily to almost any design. They appeared to be less concerned than adults about comfort and ease of use, and more involved with the control and response aspects of a unit.

8. The Atari joystick, while generally considered acceptable from the standpoint of its response and control characteristics, fell short of the paddle as well as the Odyssey joystick in terms of handling and ease of use.

- Its square base and "top-side" firing button were major drawbacks to this design;

- The "stiff-moving" shaft and potential lack of durability were also significant concerns.

9. On the other hand, the Atari paddle, although less versatile in terms of control and movement, was considered much easier to operate and far more comfortable to handle. Unquestionably, this shape was the most well received.

10. Despite the negative reaction expressed toward 1) aesthetics, 2) lack of durability and 3) shape of the Odyssey and Radio Shack joysticks, their ease of operation and perceived optimum control features positioned them quite favorably in comparison to the current Atari joystick.

11. The Pendulum joystick, unlike the current Atari joystick, was thought to be much easier to handle and operate, particularly by women and children. Its "slick," "classy" appearance also contributed to its overall appeal.

12. The cordless feature, the "two-in-one" control operation, as well as the "reset" and "select" buttons on the remote control unit were, for the most part, its biggest advantages. Panelists claimed to prefer a "hand-held" design; nevertheless, the remote was considered somewhat large and bulky, and rather difficult to manipulate (particularly in comparison to the Atari joystick).

13. Mattel's Intellivision disc controller generated mixed reaction. While the disc itself was fairly simple to operate, offering fast response and easy handling (especially for young children), the unit as a whole was deemed "complex" and "complicated," and far less durable than the current Atari controls.

    - The keyboard element seemed to project images of "versatility" and "challenge" to advanced players; and,

    - As expected, the images on the Intellivision screen elicited a great deal of appeal.

14. The Track Ball controller conveyed strong associations with electronic arcade games. Compared to most of the other controllers demonstrated in these groups, it produced the highest levels of interest and enthusiasm.

    - Its "uniqueness" and "distinctiveness" far surpassed alternative controllers;

    - Ease of use as well as responsiveness contributed to the favorable reaction exhibited by more advanced players; and,

- A mild willingness to pay a higher price for this control unit was expressed by some persons.

15. Although difficult to assess on the basis of its being in diagram form, the Atari Concept Controller was perceived as largely combining the positive qualities of most of the other controllers.

    - Its relatively small, "hand-held" design was viewed as easy and convenient to use;
    - Two firing buttons as well as "reset" and "select" features were considered a major advantage;
    - Shaft maneuverability and response, if similar to the Odyssey controller, was a "plus;" and,
    - The keyboard controls offered similar versatility to the Mattel unit, especially for more advanced players.

16. Overall, panelists suggested that they preferred "different controls for different games." Nonetheless, units which were durable, responsive, hand-held and not too difficult or complicated to operate were considered "satisfactory," regardless of their design. Controllers were thought to be an integral part of the game itself, contributing to the "fun" as well as to the "challenge " of this activity.

CONCLUSIONS/IMPLICATIONS

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Based on the results obtained in this exploratory research, the following are implications which can be used for guidance and direction in developing and evaluating a new controller unit for Atari home video games:

1. The decision to purchase a home video game is more dependent upon the variety and quality of games available with the unit, than with the controls which operate the game.

   Furthermore, not only do young people readily learn and adjust to almost any control, regardless of its design or ease of use, but there appears to be a low level of concern expressed toward these variables (as long as the controls are understandable and operable).

2. In spite of the general satisfaction elicited toward current Atari controls, there seems to be a number of factors which should be considered in the development of new (or improvement of existing) controllers.

   - One manipulative function to control all games is not desirable. Generally, video game players desire different controls for different games.
   - While two or more functions or operations on the same unit is considered acceptable, they need to be clearly differentiated and uncomplicated.
   - The control function should be directly related to the movement of the element on the screen as well as to the overall objective of the game. Total involvement with the screen images seems to result from this relationship.
   - Controls which are easy to operate generate favorable response. However, many players believe that part of the total challenge of the game is coordinating the controller action with the screen image movement. Therefore, more difficult controllers are not necessarily undesirable.

3. In general, controllers should offer:

   - Improved durability (i.e., less breakage);
   - Greater ease of moving the "shaft" or joystick, (and one which is easy to hold on to);
   - Comfort, specifically a small, contoured design appropriate for people of all ages;

- Little confusion or complication with respect to their operation; and,

- A high level of responsiveness, particularly for "fast action" games.

4. The Atari concept appears to offer a design which is aimed at fulfilling these objectives. However, it may require several modifications (i.e., two separate functions instead of one; a slightly smaller size; and a more contoured shape, etc.), prior to further development and testing.

DETAILED FINDINGS

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The following is a detailed review of the findings covering key areas pursued in this research:

Awareness/Perceptions of Video Games

Participants in these focus groups suggested that as an alternative to home games such as Monopoly and Backgammon, television video games had become a prime "leisure-time" activity. Suitable for all family members, regardless of age, home video games were considered:

- Appealing from the standpoint of attracting family members together;
- Fun to play either alone or with a partner;
- Beneficial to the development of children's intellect and reflexes;
- Appropriate for occupying spare time;
- A good alternative to watching television; and,
- Relatively easy for anyone to learn.

Even young children and teenagers agreed that there were no limitations to playing with video games.

> "They're more for everybody...they're just fun to play."
>
> "They have different games for different people...like chess has seven different skill levels on it so that's really difficult."

The appeal of home units appeared to be a direct result of the interest and enthusiasm generated by electronic arcade games. Despite the existing images projected by arcade games as being more appropriate for "kids" and "teenagers," adult respondents, especially prospective owners, admitted that given an opportunity to play at home, their potential involvement would at least equal, if not surpass, the involvement of younger family members.

> "Adults will buy home games for their kids and keep them for themselves."
>
> "Adults feel stupid playing in arcades, so they would be more inclined to buy and play the home games."
>
> "I think they're aimed at everyone, but adults would probably play more."

As might have been expected, arcade games were thought to offer more "realistic images" and a greater degree of "challenge," in some cases. Nonetheless, their standard requirement of "twenty-five cents" per game, not to mention their lack of "easy accessibility," induced even greater interest and appeal in home video games.

Atari appeared to dominate the home video game market, in spite of the seemingly high awareness of Mattel's Intellivision Unquestionably, the Atari name was synonymous with the generic term, "video game," among young children and teenagers. This might have been a carry-over from familiarity with Atari arcade games.

Advertising Awareness

Not surprising, awareness of Atari appeared to be generated, to an even greater degree, from exposure to arcade games than from television advertising. Limited recall of TV commercials for Atari video games was evident in all of the group discussions. However, several ad elements stood out in the minds of these panelists:

> "A doggie played Atari."
>
> "They show people playing the games."
>
> "The TV commercial compares Mattel's image with Atari's."
> (Several persons seemed confused as to who was the sponsor of this ad).
>
> "They show Pelé and Kareem Abdul Jabbar playing games."

Although reaction to Atari television advertising was, for the most part, favorable, purchase motivation was more often influenced by perceptions of Atari's 1) larger variety of games from which to choose, and 2) their greater degree of "challenge" versus Mattel.

Video Game Participation

As might have been expected, the popularity of video games was greater among the male panelists than among the females. The exception to this rule was teenage girls who claimed to play just as frequently as the boys. One woman commented:

> "I'm stupid when it comes to these things. My husband really enjoys them more."

Another woman noted:

> "I don't get a big thrill with shooting things."

Perhaps the "agressive" nature of many of the games was a deterent to the overall appeal felt by some of these female participants.

Playing certain games alone was considered just as enjoyable as playing with two or more persons. The challenge of improving individual performance or command of a certain game was seen as one of the most appealing aspects.

> "Speed and accumulating points is exciting... people strive to improve their scores."

Young children were generally prompted to play by parents or older brothers or sisters. (This did not, however, preclude youngsters' self-initiated time spent playing video games).

Frequency of playing ranged from as much as once a day to less than once a week. Owners, regardless of age, often admitted that their interest in playing video games varied from week to week, depending upon their "mood" as well as their "schedule."

It was not uncommon for some persons, particularly the teenage boys, to play as long as four or five hours at one time. Reasons for stopping included:

- Getting physically and mentally tired;
- Finding their hands got sore or "sweaty; and,
- Experiencing problems with the controller.

Factors Effecting the Purchase of Video Games

When adult video game owners as well as prospective owners were asked to list the factors which they would consider if purchasing a new video game, the following response was elicited:

- Price;
- Construction/durability;

> "It has to be sturdy. I can see kids playing with them and breaking them."
>
> "I would think about whether they would last a long time."

- Ease of obtaining service and replacement parts;
- Simple directions for playing games and operating controls.
- Screen image/color quality;

> "Mattel is prettier but Atari was smarter."

- Variety/quality of games;

  "I got interested in Atari because the games were more exciting and challenging."

  "I wanted Atari because there are a greater variety of cartridges available."

- Aesthetic appeal;

  "Appearance is important--I don't want a piece of garbage sitting out."

And, for some persons.....

- Ease/difficulty of operating controls and playing games.

Problems Associated With Video Games

Few problems were indicated relative to actually playing specific video games. Although some persons claimed that the initial learning experience was often accompanied by confusion and difficulty, repeated exposure usually induced greater confidence and ease of play.

Some of the young children alluded to having difficulty with "moving the joystick" and coordinating its movement with the game elements.

"Moving them is hard."

"It gets stuck in the corner and you can't get it back out."

A key concern identified by both teenage boys as well as adult owners was frequent breakage of the control units.

"The joystick is not built so well. The contact points keep breaking and have to be taped."

"Sometimes the images only move in one direction."

"I get repeated firing--it fires by itself."

"There's intermittent failure where there's no movement--the contacts wear out."

"The wire connected to the pressure points inside the disc keeps breaking."

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It should be pointed out that several persons felt that with the exception of the firing button, breakage and failure was also due to using "too much pressure" on the joystick control. Nevertheless, controller breakage remained to be a major drawback to home video games. Additional problems stemmed from the amount of pressure required to operate the joystick, ultimately resulting in "strain" on the hand and/or "blisters" on the thumb. Controller problems will be discussed further in this report.

Awareness/Perceptions of Controllers

Regardless of whether or not a participant owned a video game, a high level of awareness and familiarity with controllers seemed to exist. Generally, panelists were able to describe both the joystick and the paddle, as well as identify their functions and uses.

> "The paddle just moves back and forth but the joystick moves the figure all over."
>
> "The handle on the joystick makes them go vertically and horizontally."
>
> "The button fires missles or shoots the ball."

With respect to ease/difficulty of operation, several interesting observations were made:

- While the ease of operating a controller was deemed important by most everyone, kids tended to express fewer concerns or problems toward using them than did adults.

  > "Kids don't get too frustrated with controls as adults do--they just learn and use them."

- Children consistently agreed that the paddle was easier to operate then the joystick.

  > "It's easier to turn a dial than to push the stick."

- On the otherhand, some persons felt that the paddle was confusing, or difficult to judge relative to the "degree of turning required" to move an object.

- The games played with a joystick were often considered more "complicated" or challenging than games played with a paddle.

"When you think of a joystick you think of games which are more challenging to do... you have more choices to make in terms of directions in which to move the object on the screen."

- Although players claimed that only moderate pressure was actually required to operate the joystick, excitement induced by game play in turn affected exertion and force on the control unit.

- As a result, over-use and excess pressure caused the joystick to eventually wear out, in some cases.

"The joystick seems fragile...it's easy to lean into the game and be very hard on the joystick."

- Generally, "experience" and repeat usage promoted greater ease and less frustration with operating the controls.

"You have to get use to it (the joystick); you get better after each game."

While seemingly important, controls were considered secondary relative to the overall attitudes toward the games themselves. In fact, these panelists appeared to be generally satisfied with the current Atari control units. It was quite possible that the direct questioning and probing on the subject of controls exaggerated the level of concern assigned to this element of video games.

Reaction to Controllers

Panelists were exposed to a variety of control units and were asked for their opinions regarding their ease of use and handling as well as their pressure requirements and response characteristics. The following information summarizes the attributes associated with each of the controllers.

A. Current Atari Joystick

Overall reaction to the current Atari joystick was varied.

Positives:

- It offered both vertical and horizontal movement;

- Players were able to maintain control of elements on screen with little difficulty;

- The firing button was relatively easy to manage;
- Response was adequate; and,
- The stick could be manipulated with either the thumb or the entire hand.

Negatives:

- The square base was considered "awkward" and difficult to hold (particularly for small children). The unit "assumed" that the player would put it down on a table to use, (i.e., it was not contoured to the hand and had pads on the bottom of the base);
- From experience, panelists claimed that after an extended period of play, the hand became tired and sore due to the "pressure" required to operate the unit. The stiffness of the joystick made it especially difficult for small hands and fingers to manipulate;
- Difficulty in aligning the unit with the TV to achieve accurate movement was noted;
- It was not possible to control the speed of the "player" or "cursor" on the screen; and,
- Perceptions that the unit was not durable were also suggested.

B. Current Atari Paddle

Positives:

- The paddle comfortably fit the contour of both small and large hands. It "appeared" easy and convenient;
- It required no special positioning, and could be easily gripped and manipulated;
- Many panelists, particularly the women and younger children, considered it easy to operate (especially in comparison to the joystick). Some women claimed that they might play more often with a unit of this sort;
- The firing button, which was positioned on the side rather than on the top, was thought to be more accessible and easier to use.

Negatives:

- Coordinating the movement of the dial with the movement on the screen was often considered difficult. Some persons believed it was "too sensitive";

  "I couldn't tell where it should be...it was like trying to run a remote control car."

- In addition, speed appeared to be somewhat difficult to control; and,

- Its "back and forth" movement was perceived to be less versatile with respect to the games it could control.

C. Odyssey/Radio Shack Joysticks

Positives:

- In comparison to the current Atari joystick, both of these units were deemed easier to move, requiring less effort and offering more control and faster response;

  "They move freely and smoothly."

  "They go where you want it to."

  "Being able to move the stick in all directions is a plus as long as the action corresponds to movement on the screen. But, for most games, eight points like on the current joystick are enough."

- They allowed for "finger-tip" control which was thought to be more desirable for precise movements. In addition, young children expressed satisfaction with their "ease of handling." The small size was especially appropriate for youngsters; and,

- The Odyssey unit provided a "return to center" feature which was perceived to be useful in terms of determining the desired direction in which to move next.

Negatives:

- Perceptions of "poor durability," and "cheap construction" existed; and,

- The location of the firing button (i.e., on top rather than on the side) generated unfavorable response.

D. Atari Remote Control Unit

Positives:

- The cordless feature was very appealing to panelists of all ages. Not only could players sit anywhere in the room, but the elimination of "pluging the units in and out," as well as "ridding wires from around the room" was viewed quite favorably;

- Both the "joystick and paddle operations" were deemed easy, requiring little effort or force;

- Having a compact unit with "two control systems in one" was thought to be a good idea;

- Panelists, regardless of age, found the size and shape of this unit to be desirable;

  "It's just like a walkie-talkie."

- Having the "reset" and "select" buttons on the controller itself was considered a major advantage in comparison to both the Atari joystick and the paddle.

Negatives:

- Element response was judged unsatisfactory. Movement was "jerky" and less smooth than the current Atari controllers.

- The short, "knob-like" design of the stick made it difficult to grip, resulting in "slipping." Furthermore, panelists claimed that their "hands got tired more readily" since the design of the stick limited the player to using only his or her fingers. (To the contrary, this design seemed to be more conducive to young children with small hands).

E. Pendulum Joystick

Positives:

- Described as being a "one-handed operation," the pendulum joystick was more convenient and easier to use than most of the other joysticks. Because it was possible to "change hands," panelists felt that this controller would be less tiring;

- In addition, the design was considered aesthetically appealing.

  "It's a good style...it looks classy."

Negatives:

- Difficulty in knowing where and how to stop the action of the object on the screen was noted; and,

- To some persons, it looked like "alot of work," perhaps being somewhat tedious for the "wrist."

F. Mattel's Intellivision

Positives:

- The disc design was considered "comfortable" and easy to manage, merely requiring a "thumb" for its operation. Little pressure or force was necessary;

- Some respondents seemed to believe that the games could be played "faster" due to "immediate response time; " and,

  For the most part, size, shape and weight were also favorably received relative to its operation.

Negatives:

- The "keyboard" projected an image of being complicated and "confusing." (To some persons, the keyboard was viewed favorably, offering more versatility to advanced players).

  "If you want a better game, you need something more complicated."

- Coordinating the position of the disc with the movement on the screen was not always easy;

- The disc offered no means of control other than with the thumb; and,

- It's "small," "thin" appearance elicited feelings that it was "cheap" and "flimsy."

  "It looks like it's easy to break."

G. Track Ball

Several panelists in each of the teenage and adult groups claimed to be familiar with this type of controller from exposure to the "football" electronic arcade game.

Positives:

- Response time was perceived to be very fast, making this control appropriate for games requiring a great deal of speed. Additionally, movement was "smooth," not "jerky;"

- Many panelists, particularly the women and children, found it easy and convenient to operate. Played on a table it was deemed "comfortable" and in no way tiring, requiring only a "light touch;" and,

- Despite its perceived ease of operation, respondents agreed it was challenging and required skill.

Negatives:

- The track ball would obviously require a table when being played; and,

- Some persons suspected that since it "moves so quickly" it might offer less control than a joystick.

> "You go too far and have to back up and it gets confusing."

H. Atari Concept Controller

Conceptually, this controller was thought to represent a combination of most of the positive attributes associated with all of the previously discussed control units. Overall reaction to this controller was favorable; however, without actually "testing" this unit, it was difficult for many of the respondents to make valid comparisons.

Positives:

- Perceptions of it being "comfortable" to hold and "easy" to operate were noted. Comparable to the remote control unit, participants felt it might be even more contoured to the hand for greater manageability;

> "It's small and simple in design."

- Assuming that the shaft operated in a similar fashion to the Odyssey joystick, response would be superior;

- Firing buttons on both sides of the unit for left or right handed people were desirable, as was the inclusion of "reset" and "select" buttons; and,

- Some persons perceived the joystick to be "fluid" enough so that a paddle action would not be necessary.

Negatives:

- As with Mattel's Intellivision, the keyboard/card function appeared somewhat confusing and complicated.

"The red part throws me off."

- Compared to the current Atari paddle, the size and shape was less desirable, especially for young children;

- Finally, not everyone liked the idea of having more than one operation in one unit.

> "If you put too many things in one control it would get a little bit too complicated. You need a bigger hand, and therefore it would get more complicated and you wouldn't do the games as well."

APPENDIX

judith coleman cohen
marketing research and consultation

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Project #12-001

VIDEO GAMES
SCREENING QUESTIONNAIRE

Hello, I'm _____ from _____.
We're conducting a study about video games and would like to include your opinions. This should take only a few minutes of your time and I think you will find it interesting.

1. Are you the male/female head of your household?

   ( ) Yes/Male — RECRUIT HALF MALE/HALF FEMALE FOR ADULT GROUPS.
   ( ) Yes/Female
   ( ) No --- Ask to speak to male/female head of household and repeat question.

2. When, if ever, was the last time that you participated in a marketing research discussion group?

   ( ) Never
   ( ) More than 6 months ago
   ( ) Within the past 6 months --- Terminate adults only. Question does not apply to children.

3. Have you or has any member of your immediate family ever worked in marketing research, advertising, or for a manufacturer of video games?

   ( ) Yes --- Terminate adults only. Question does not apply to children.
   ( ) No

4. What is your age, please? (If necessary, That is, are you...)

   ( ) Under 18 --- Terminate
   ( ) 18 to 25
   ( ) 26 to 35
   ( ) 36 to 49
   ( ) Over 49 --- Terminate

5. At the present time, do you or does any member of your immediate family own an Atari video game that hooks up to the TV, and used game cartridges?

   ( ) Yes --- ELIGIBLE FOR ADULT "OWNER" GROUP; Skip to Q.7.
   ( ) No --- Ask Q. 6

6. Would you say that you or someone in your immediate family would be very likely, somewhat likely, or not at all likely to shop for a video game that hooks up to your TV set within the next 12 months?

( ) Very likely — ELIGIBLE FOR ADULT "PROSPECT" GROUP; ASK Q. 7
( ) Somewhat likely — ELIGIBLE FOR ADULT "PROSPECT" GROUP; ASK Q. 7
( ) Not at all likely --- Terminate

7. Do you have any children under 16 years of age living at home at the present time?

( ) Yes --- Ask Q. 8a.
( ) No --- Skip to Q. 9.

8a. What are the ages of your children?

( ) 1 to 5 --- Terminate
Record:_____ ( ) 5 to 8 --- ASK Q.8b/c; RECRUIT FOR "LITTLE KIDS" GROUP.
( ) 9 to 12 --- Terminate
Record:_____ ( ) 13 to 16--- ASK Q. 8b/c; RECRUIT FOR APPROPRIATE "ADOLESCENT" GROUP.
( ) Over 16 --- Terminate

8b. Is the _____year old a boy or a girl? (ASK FOR EACH CHILD)

Age_____	Age_____	Age_____	Age_____
( ) Boy	( ) Boy	( ) Boy	( ) Boy
( ) Girl	( ) Girl	( ) Girl	( ) Girl

DO NOT USE MORE THAN ONE CHILD PER FAMILY

8c. Does your child/either child have any special behavioral problems that you are aware of?

( ) Yes --- DO NOT RECRUIT
( ) NO

RECRUIT "LITTLE KID" AND "ADOLESCENT" GROUPS FROM "OWNER" LIST, AND SUPPLEMENT WITH ADDITIONAL OWNERS FROM Q.5, and VERY/SOMEWHAT LIKELY "PROSPECTS" FROM Q.6.

GO TO GROUP INVITATION

INVITATION

We are inviting you (your _____year old child) and a number of other persons (girls/boys) to give their opinions on video games. We would give you (your child) a new game cartridge for the Atari video game you currently have, or $20 (Adult "Prospects") ($10 or a video game to the kids), to come to _____ to participate for about 2 hours (1½ hours for kids) in a group discussion. I think you (they) would find it to be fun and interesting. Would you (they) like to take part on:

_____?
(date and time)

( ) Yes --- Record information below
( ) No --- Thank and terminate

NAME: _____

ADDRESS: _____

PHONE #: _____

GROUP SESSION: _____
(#) (TIME)

GROUP SCHEDULE

I:	Children 5 to 8	7/21/81	M/F	1:00 P.M.	_____
II:	Girls 13 - 16	7/21/81	F	2:30 P.M.	_____
III:	Boys 13 - 16	7/21/81	M	4:00 P.M.	_____
IV.	Adult Owners	7/22/81	M/F	6:00 P.M.	_____
V.	Adult Prospects	7/22/81	M/F	8:00 P.M.	_____

This group will be made up of a special group of persons (children). If you (your child) cannot attend, please be sure to call us at _____ so we can find a replacement. We will look forward to seeing you soon.

judith coleman cohen
marketing research and consultation

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Project #12-001

MODERATOR'S DISCUSSION GUIDE

I. Introductions/Background information

II. Activities/games (general)

- A. Spare time activities
- B. Games like and/or play; Why?
- C. Where/when/with whom play games?

III. Awareness/Perceptions of video games

- A. What are they? (Describe)
- B. Perceptions of who video games are for
- C. Types of kids/adults who play video games
- D. Advertising awareness (ever see; when; where; specific recall; reaction to and motivation from exposure to ad)

IV. Personal experience with video games

- A. Who plays (alone; with family members or friends)
- B. Which do you prefer (alone or with other people; why?)
- C. Frequency of playing with video games
- D. Difficulty/problems with games (who has them; what are they)
- E. Where do you play; Why? (Floor, table top, etc.)
- F. Atari Video Games (cassettes) played (which are favorites; Why?)

V. Atari Video Games (General information from owners)

- A. What look for when buying a video game
  1. Overall appearance
  2. Ease/complexity of games; variety of games

3. Ease/complexity of controller

B. General awareness of controllers

1. Describe (recall)

2. Positive/negative attributes

3. Awareness of different brands (describe differences and compare attributes)

VI. Exposure to Current and Proposed Atari Controllers

A. FOR ALL CONTROLLERS TO BE DEMONSTRATED: Overall reaction

1. General awareness and experience

2. Positive/negative attributes

3. Response/pressure required

4. Size/weight/potential awkwardness

5. Complexity: coordination of movement apparatus with firing button and game objective

6. Usage technique: on table or held in hand

7. Appearance (color; shape; general aesthetic appeal)

8. Problems, if any

VII. Competitive Video Game Controllers

A. Keyboard Controller (Mattel)

1. Feel of buttons

2. Comparison of throw of firing button or paddle unit with button on keyboard unit

B. Disk controller (Mattel)

1. Response

2. Pressure required

C. Reaction to cords: coil versus straight (distance; tangling

VIII. Comparison of controllers (Most appealing; why?)

IX. Controller Concept (Overall reaction; comparison to current models)